

DESIGN QUESTIONS

Domain Name		
1. Can you type your URL without special characters, e.g., hyphen (-), underscore (_), or tilde (~)?	Yes	No
2. Is URL under 12 characters (not counting http:// prefix)?	Yes	No
3. Do adjacent words begin with the same letter (e.g., spiessoup.com)?	Yes	No
Finding Your Site		
1. Does a search for your organization list your site in the first five returns?	Yes	No
2. Does a search for your organization with a slight misspelling list your site in the first ten returns?	Yes	No
3. Does a search for two key words related to your organization list your site in the first ten returns?	Yes	No
4. If you have a world-wide audience, is the URL sensitive to language issues?	Yes	No
5. Can you always access the site (i.e., the site is never down or "too busy")?	Yes	No
6. Can you type your URL without special characters (e.g., hyphen (-), underscore (_), or tilde (~))?	Yes	No
7. Is your URL shorter than fifteen characters (not counting the http:// prefix)?	Yes	No
Accessibility		
8. If you are required, are you §508-compliant?	Yes	No
9. Even if you are not required to be compliant with §508, is your site accessible to "blind browsers"?	Yes	No
10. Is the copy legible to people over 50?	Yes	No
11. Is your color scheme sensitive to Daltonism?	Yes	No
Browser-Neutrality		
12. Is each page's content visible on SVGA (600 × 800) monitor without horizontal scrolling?	Yes	No
13. Do page elements degrade gracefully on major competing browsers?	Yes	No
14. Are you using browser-safe colors?	Yes	No
15. Have scripts been tested on all platforms?	Yes	No
Navigation		
16. Is link to the Home page available on every page (other than the Home page, obviously)?	Yes	No
17. Is there a site-specific search engine available on the Home page?	Yes	No
18. Are navigation tools consistent from page to page?	Yes	No
19. Are all of the appropriate links present?	Yes	No
20. Have dead links been eliminated? (including external links?)	Yes	No
21. Is there a clearly marked "mailto" link to Webmaster on each page?	Yes	No
22. Does each "mailto" link display referring page in message's Subject line?	Yes	No
23. Are links clearly labeled? (That is, before you click, are you quite sure where you will go?)	Yes	No
Human Factors		
24. Does your home page load in 5 seconds or less on a 56k modem connection?	Yes	No
25. Does each page load in under 10 seconds or less on a 56k modem connection?	Yes	No
26. Is a novice three clicks or less from the information he or she wants?	Yes	No
27. Do animated .GIFs, scrolling messages, and sounds run only once or twice?	Yes	No
28. Do you use pop-ups sparingly (if at all)?	Yes	No
29. Can the novice distinguish links to .PDFs from HTML links?	Yes	No
30. Does your code hijack browsers?	Yes	No
31. Do you use useless splash pages ("Click to enter site," "Click to skip intro")?	Yes	No

Credibility		
32. Do you have a privacy policy?	Yes	No
33. Can you access the privacy policy from each page?	Yes	No
34. Are your grammar, spelling, usage, and punctuation perfect?	Yes	No
35. Are your pages up-to-date, with current—and relevant—information?	Yes	No
36. Is the copy well-written and engaging, avoiding passive voice?	Yes	No
E-Commerce		
37. Is it clear what you are selling (and what you are giving away)?	Yes	No
38. Do you take credit cards, checks, and PayPal®?	Yes	No
39. Do you allow off-line payment for customers nervous about on-line commerce?	Yes	No
40. Do you have a no-hassle return policy?	Yes	No
World Wide Web		
41. Do you offer mirrored sites in other languages?	Yes	No
42. Do forms accommodate foreign postal codes, phone numbers, currencies?	Yes	No
43. Are references appropriate for international, multicultural audience?	Yes	No
44. Is URL culture/language-sensitive?	Yes	No
Aesthetics		
45. Does your site present a consistent look and feel?	Yes	No
46. Do you have clutter under control?	Yes	No
47. Do you use harsh or low-contrast color schemes (e.g., dark background with red fonts)?	Yes	No
48. Is each line of text under 5" wide?	Yes	No
49. Do text boxes, graphics, and subheadings break up large chunks of text?	Yes	No
50. Is each page clearly organized?	Yes	No
Legalities		
51. Do you comply with COPPA?	Yes	No
52. Do you comply with Federal Trade Commission regulations?	Yes	No
53. Do you observe intellectual property conventions?	Yes	No
54. Do you avoid even the gray areas of defamation and obscenity?	Yes	No